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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and Non-Defense Agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. CARL: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
of other things you need.
8. CARL: That's you . . paying for these things . . money out
of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER
10. MILES: Where can I find facts about woolen goods?
11. BARBARA: What is the difference between mayonnaise and
salad dressing?

12. ANNOUNCER: CONSUMER TIME today brings you the answers to these questions. This program is produced by your Consumers' Counsel in the Department of Agriculture, and presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers. And here is your Consumers' Counsel, Donald Montgomery.
13. MONTGOMERY: Thank you, , and hello, everyone. We have lots of consumer facts for you today, and Mrs. Harry Miles, mother of our consumer family, is going to ask the questions you would ask if you were here.
14. MILES: I'm ready with plenty of questions, Mr. Montgomery.
15. MONTGOMERY: Fine, and here are my two consumer reporters, Nancy and Carl, to give you the answers.
16. MILES: All right, and who's first this morning.
17. CARL: I'm first this morning, Mrs. Miles.
18. MILES: And you're going to tell us how we can get our money's worth when we buy woolen goods, aren't you, Carl?
19. CARL: I'm going to give you some facts, Mrs. Miles.

20. MILES: I need them, too. This morning, I was in a store with Barbara. We were looking at some material to make her a school dress for next fall. (FADE) We were standing at the counter, when Barbara said to me . .

(PAUSE)

21. BARBARA: Oh, Mother, here's a lovely piece.

22. MILES: Let me see it, dear.

23. BARBARA: This will look swell with my winter coat.

24. MILES: Yes, it will. Let's see how much it is . . what does the tag say?

25. BARBARA: I can't find . . where is . . oh, here it is.

26. MILES: Let's see . . sixty percent new wool, forty percent reprocessed wool. H'mmmmm. I wonder what that means?

27. BARBARA: Does that mean it isn't all wool, Mother?

28. MILES: I'm not sure, Barbara . . I wonder what they mean "reprocessed wool."

29. BARBARA: Here's another label . . this one says one hundred percent reused wool. What do you think that means?

(PAUSE)

30. MILES: So there you are, Carl. These dress materials had labels on them, but we didn't know what they meant.
31. CARL: I can tell you about those labels, Mrs. Miles.
32. MILES: Good.
33. CARL: After Monday, woolen goods, and articles made from wool, say dresses, or suits, must have labels that tell you what's in them.
34. MILES: Everything made from wool?
35. CARL: Everything except rugs and upholsteries.
36. MILES: You say they have to have labels?
37. CARL: Yes, that's the law. . . a law that goes into effect Monday.
38. MILES: And what do these labels have to tell you?
39. CARL: The most important thing is what are the goods made of.
40. MILES: That's so I can tell whether I'm actually getting material made of wool, and not something that just looks like wool.
41. CARL: That's it.
42. MILES: Do the labels have to tell you how much wool?

43. CARL: Yes, and also the amount of other fibers, like cotton or rayon.
44. MILES: But what did those words on the labels we saw mean?
45. CARL: I was coming to that. Besides telling you the total amount of wool, the labels must tell you what kind of wool was used, and how much of each.
46. MILES: Well, I don't know very much about the different kinds of wool.
47. CARL: According to the law, there are three kinds . . first, new wool. That means wool that has never been used before. It's what people sometimes call 'virgin' wool.
48. MILES: I see.
49. CARL: The second kind of wool is called 'reprocessed' wool.
50. MILES: What is that?
51. CARL: Reprocessed wool means wool that has been made into some kind of fabric or something, but has not been used by consumers. This fabric can be unwoven again and remade into new materials.
52. MILES: And what's the third kind?

53. CARL: Re-used wool. That means just what the name says . . . it's wool that has been used by some consumer. It's taken back and worked into something else.
54. MILES: You mean, old woolen clothes are remade?
55. CARL: Yes, the wool in those old clothes can be reworked into fiber, and then rewoven into new clothes.
56. MILES: And the labels have to tell you just how much of each kind of wool is used in making the fabric?
57. CARL: That's right, they do.
58. MILES: Can you tell me this, Carl . . . what is the real difference between these different kinds of wool . . . I mean, as far as I'm concerned? Does one kind of wool wear any better than the others?
59. CARL: There isn't a very good answer to that question, Mrs. Miles. Some experts say there is a difference; others say there isn't.
60. MILES: But what do the experts in the Government say?
61. CARL: They haven't made enough tests yet to be able to tell.
62. MILES: Well, then, these new labels on woolen materials tell me how much of each kind of wool is used, is that it?
63. CARL: Right.

64. MILES: But they don't give us any idea about the quality of the wool.
65. CARL: That's right, too. You see, there are hundreds of grades of wool, and uses for all of them. New wool or virgin wool, for instance, doesn't necessarily mean the best wearing quality of wool. Sometimes a high grade reprocessed wool may be more desirable than a low-grade virgin wool.
66. MILES: I see. But I'd like to have that information about wearing quality right on the labels, too. Then I'd know for sure what I was paying for.
67. CARL: Yes, and sometime, maybe, that information will be on labels to help consumers compare different products and make an intelligent choice. Other facts that ought to be on wool labels are facts about warmth, durability, color-fastness, shrinkage, and facts about how to take care of the fabric.
68. MILES: Yes, I think all consumers would like to have those facts on labels.
69. CARL: Some day, maybe, they will be. But in the meantime, we have a Consumer Tips card on what is required now, and we'll be glad to send it to anyone who wants it.

70. MILES: I should think it would be smart to take that card right along to the store with you, and then check and see if the labels are conforming to the law.
71. CARL: An excellent idea . . and if you don't think the labels are giving you all the information they should under the law . . then you can report that fact to the Federal Trade Commission here in the Government.
72. MILES: Do they . .?
73. CARL: Yes, they see to it that the law is carried out.
74. MILES: Thank you, Carl, for all this information. I'm certainly going to get one of those Consumer Tips on Wool Labeling for myself.
75. MILES: All right, Nancy, I guess it's your turn.
76. NANCY: Fire away, Mrs. Miles.
77. MILES: I hope you are going to answer one question I have about mayonnaise and salad dressings . .
78. NANCY: I'll try . . what is it?
79. MILES: Well, the other day, Harry and I were in the kitchen, getting a little lunch. It was a hot day, and we thought a nice green salad would taste good. The salad was (FADE) just about all ready, and I asked Harry . .

(PAUSE)

80. MILES: Harry, . . see if you can find that jar of mayonnaise.
81. FATHER: Where is it, Mother?
82. MILES: I don't know . . must be on the shelf over there
somewhere.
83. FATHER: Oh yes . . I see it. (PAUSE) Sorta looks a little
funny, Mother.
84. MILES: Funny . . what do you mean?
85. FATHER: Here, look at it.
86. MILES: Doesn't smell too good, either. Where's the top?
87. FATHER: Wasn't any top on it.
88. MILES: Well, no wonder it spoiled.
89. FATHER: You mean we can't use it?
90. MILES: Well, I don't know . .
91. FATHER: It certainly doesn't smell very good . . but it
would be too bad to waste almost a full jar of
mayonnaise.

(PAUSE)



92. MILES: And there we were, Nancy . . what would you have done?
93. NANCY: Thrown it away, Mrs. Miles.
94. MILES: Well, that's what we did, finally.
95. NANCY: That's the only thing to do with mayonnaise or any kind of salad dressing if it smells or tastes just a little spoiled. There's no point in taking a chance on getting ill.
96. MILES: How can you keep mayonnaise and salad dressings from turning bad?
97. NANCY: Two things to remember . . keep the jars covered tightly, and keep the jars in a cool place. And those rules are just as good for homemade dressings as the kind you buy in the store.
98. MILES: Keep the jars covered and keep them in a cool place.
99. NANCY: That's the idea.
100. MILES: Nancy, what is the difference between mayonnaise and salad dressing?
101. NANCY: The kind you buy, you mean?
102. MILES: Yes.

103. NANCY: I wish I could give you a nice neat answer to your question, but I can't.
104. MILES: Why?
105. NANCY: Because I can really tell you only what mayonnaise is. You see, the Food and Drug Administration has a definition for mayonnaise, but not a word about salad dressing.
106. MILES: And what is mayonnaise, then?
107. NANCY: According to the Food and Drug people, mayonnaise is "the semi-solid emulsion of edible vegetable oil, egg yolk, or whole egg, vinegar and/or lemon juice, with one or more of the following: salt, other seasoning commonly used in its preparation, sugar and/or dextrose. The finished product contains not less than fifty percent edible vegetable oil."
108. MILES: Phew!
109. NANCY: Yes, me too. The main thing is that mayonnaise must have at least fifty percent oil in it, and it must have egg yolk or whole egg in it.
110. MILES: But doesn't salad dressing have oil and egg in it, too?
111. NANCY: It may have, but you can't be sure, because there's no legal standard for salad dressing.

112. MILES: The salad dressings I make all have lots of oil and eggs in them.
113. NANCY: But you can't be sure this is true of the salad dressings you buy. There is no requirement for the manufacturers to tell you what ingredients they have used, or how much of them. Some salad dressings may contain as much oil as mayonnaise, and as much egg, but that is the exception. And some salad dressings contain a lot of starch . . as a filler.
114. MILES: I have no way of knowing, though?
115. NANCY: Right, until the Food and Drug Administration sets up a standard for salad dressing . . the same as they have for mayonnaise. When and if they do, then you will be able to compare mayonnaise and the different kinds of salad dressings, and know what you're paying for.
116. MILES: Nancy, I was kinda hoping that you'd give us a recipe for homemade mayonnaise today, but our time's pretty short.
117. NANCY: I thought of that, too, Mrs. Miles. And if you'll write for our Consumer Tips card on mayonnaise and salad dressing, you'll find a recipe for one of each right there.

118. MILES: Fine. And, , our announcer, will tell us how to get a copy?
119. NANCY: Sure will, in just a few minutes.
120. MILES: Thanks, Nancy. Well, it's time to hear from our Consumers' Counsel, Donald Montgomery.
121. MONTGOMERY: A few minutes ago Carl told you about the Wool-Labeling Law that goes into effect the day after tomorrow. It means, as he said, that any article except rugs and upholsteries that is made out of wool will have to have a label on it that tells you some of those facts you have a right to know before you spend your pennies and dollars.
- This is a forward step for consumers. This law doesn't require the labels on woolen goods to give you all the facts you should have. Facts about how well a suit will wear, for instance . . or whether the colors are fast to washing or sunshine . . or whether the fabric will shrink. These facts don't have to be on the labels . . under this law . . but they're important, too. Some day, perhaps, if consumers keep on asking . . keep on demanding . . maybe some day labels will tell everything that consumers have a right to know before they buy.

(more)

MONTGOMERY:

(CONTINUES)

But come next Monday, labels must tell . . and tell you honestly . . how much wool there is in a woolen garment. And the people who sell woolen clothes are very much concerned about these new labels they must have on their merchandise. An interesting thing is that retailers too are going to learn some things from these labels they didn't know before.

I ran across a story about that in one of the big New York papers the other day. The headline said . . "First Wool Labels Startle Retailers." The story told about the first shipment of men's wool socks that have the new labels on them . . the labels we've been talking about today.

Let me read a bit of that story. "First shipments," the story says, "have startled retail store executives because goods previously 'assumed' to be 50 percent wool now turn out to have a content of only 18 percent, and the 25 percent wool content on some numbers has dwindled to a mere 6 percent." Apparently even experienced retailers have been startled by things they are learning from the new labels.

The story goes on . . "for instance, a pair of half hose which last year was stamped '100 percent virgin wool faced, lined with cotton,' is now marked 64 percent cotton, 36 percent wool." That's the end of

MONTGOMERY:
(CONTINUES)

the quote.

According to this story, retailers want the same thing that consumers want . . facts! And they evidently haven't been getting them. They don't want to handle products that are misrepresented in any way . . any more than consumers want to be fooled when they buy.

If storekeepers have been ignorant all this time about some of the products they buy and sell . . consumers certainly have been in a much worse state. This new law has already done some good. It will do more, but we as consumers need more facts . . all the facts . . if we are going to get a square deal.

122. MILES:

Thank you, Mr. Montgomery. And now it's time to ring the chimes and announce this week's new name on the Consumers' Honor Roll.

123. SOUND:

NOTE ON CHIME

124. CARL:

New Jersey. The Consumer Interests Committee of the New Jersey Defense Council goes on the Honor Roll this week for their strong program to protect consumer interests in this national emergency.

This State Committee, under the direction of Mrs. Helena Simmons, chairman, has been very active in getting local consumer committees set up all over



CARL: CONTINUES)

the State of New Jersey, and it is publishing an excellent mimeographed Consumers News Letter every two weeks.

This News Letter gathers together news of consumer interest from the United States Government agencies working for consumers, from State agencies . . and presents this information in a well written and newsy publication that is sent to anyone who asks for it.

For their active support to consumers in the State of New Jersey, the Consumer Interests Committee of the State Defense Council gets Honor Roll mention today.

125. SOUND: NOTE ON CHIME

126. MILES: Thank you, Carl. And now, there's just time to tell us what we have for next week's CONSUMER TIME.

127. NANCY: Facts about reducing.

128. CARL: An easy way to clean windows.

129. MILES: Good. Facts about reducing and an easy way to clean windows for next week's CONSUMER TIME. All right,



130. ANNOUNCER:

Once again I have a couple of fine things to tell you about. Consumer Tips on Wool and Consumer Tips on Mayonnaise. These handy little cards fit right into your household file . . and are just the right size to carry in your purse when you go shopping.

This Consumer Tips card on Wool, for instance. Take it with you to the store when you're buying woolen fabrics, or a suit or a dress . . and see if the labels give you the information they should.

The Consumer Tips on Mayonnaise has two good recipes on it, as well as the Federal Standard for mayonnaise.

These cards are free, and all you have to do to get your copies is to send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address and the call letters of the station over which you heard this program. Ask for your free copies of Consumer Tips on Wool and Mayonnaise.

Let me repeat that address for you . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for Consumer Tips on Wool and Consumer Tips on Mayonnaise . . they're free.

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ANNOUNCER:
(CONTINUES)

Tune in next week at this same time to CONSUMER TIME, produced by the Consumers' Counsel in the Department of Agriculture, and presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams, Carl Hanson, and Cy Briggs.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio station associated with the Red Network of the National Broadcasting Company.

